CHAPTER 6

Navigation Management

CMX Dashboard enables you to organize the navigation of the zones of venue per your need. You must configure all the Points of interest, maps, and directions in the CMX Dashboard database. The floor map is based on the data from the Mobility Services Engine. CMX Dashboard also enables you to assign a campaign to a specific zone on a floor.

When customers click on the map logo on his mobile device browser, they view their location and a map of the zone he is situated in. The light blue icon denotes the actual location of the customer. If the customer searches for an item, navigation helps to identify the location of that product or service. When the customer clicks on the logo, the store information, the directions, the buttons to email or call the store appear. Along with that, map guides you to those locations of availability via the shortest route. The CMX Dashboard supports this navigation management.

Creating Navigation Points

To create a navigation point on a floor, complete the following steps:

Step 1 Choose **Floor Navigation** from the left side bar menu.

Step 2 Click the white triangular icon in the right pane located at the left side of PointOfInterests.

Step 3 Click the white triangular icon in the right pane located at the left side of System Campus.

Step 4 Click the white triangular icon in the right pane located at the left side of name of the venue.

Step 5 Click the name or the number of the floor.A map of that floor appears in the right pane.

Step 6 Click **Start Over**. A dialog box to confirm that you want to start floor navigation design appears. Click **Yes**.

Step 7 To place the stores in the floor map, click the **Plot Store** icon at the top panel.

> **Note** The Account information is used while plotting the store.

Step 8 To place the paths, click **Draw Points** icon.

Step 9 To connect various locations and the paths on the floor, click **Draw Line** icon.

Step 10 To add additional information about a specific location, click **More Info** icon.

Step 11 After finishing the allocation of all the locations, paths, and stores on the floor map, Click **Save**.

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The following figure shows the creation of navigation points.

Figure 6-1   *Creation of navigation points*
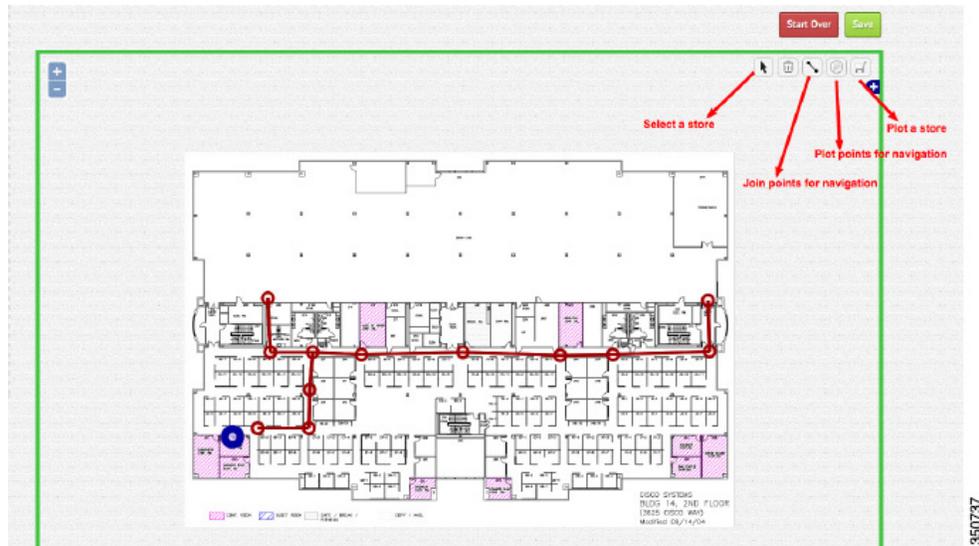
Note   From the CMX Dashboard user interface (UI), you can access the CMX Analytics UI. With CMX Analytics, you can collate and analyze the information based on location and customer behavior. For more information, see *CMX Analytics Configuration Guide, Release 7.5*.

Note   For the CMX Dashboard navigation, POI specific campaigns to work, the prerequisites are to create floor maps in PI, position access points in PI, and to synchronize maps to a Location MSE. For more information, see *Cisco Connected Mobile Experiences Configuration Guide, Release 7.5*.